

SAM HOUSTON STATE UNIVERSITY
COLLEGE OF BUSINESS ADMINISTRATION
GENERAL BUSINESS AND FINANCE

COURSE SYLLABUS

Fall, 2005

COURSE NUMBER: GBA 389

COURSE TITLE: BUSINESS COMMUNICATIONS

PREREQUISITES: Ability to keyboard

INSTRUCTOR: DR. S. TUCKER

OFFICE: 200-E 294-1898

E-Mail: gba_sht@shsu.edu or shirl@shsu.edu

www.shsu.edu/~gba_sht/

OFFICE HOURS: 11:00-12:00 & 1:00-2:00 MW

3:15-3:45 MW

12:00-2:00 TTH

Or by appointment

REQUIRED TEXT: Raymond Lesikar and Marie Flatley, *Basic Business Communication*, McGraw-Hill Irwin Publishing Company, Tenth Ed. **Lesikar Text Website.** www.mhhe.com/lesikar05 **Be sure your text has a CD Rom.**

SUPPLEMENTAL TEXTS: None

COURSE DESCRIPTION: Communication as a management tool in business and a personal skill with emphasis on the logical and psychological development of short business messages, e.g., letters, memos, e-mails, and reports.

COURSE OBJECTIVES:

The general objective of business communication is to build on general studies (such as language skills of writing, grammar, and punctuation) in conjunction with the business foundation courses (accounting, finance, management, marketing, etc.) within a communication framework and a business context enabling students to develop effective business communication skills to solve business problems. Students will:

1. Develop a foundation and principles for successful communication.
2. Learn to adapt language and style in various letter- and report-writing situations.
3. Learn to construct clear sentences and paragraphs using accepted standards of English grammar and punctuation, with emphasis on variations in sentence structure and effective paragraph design.

4. Learn to compose effective business letters, memorandums, and/or e-mails.
5. Develop and employ effective and ethical writing strategies that are tactful, courteous, positive, and maintain goodwill.
6. Learn research terminology and methodology and how to prepare well structured and well-written objective reports.
7. Develop interpersonal skills such as listening, body language, team work, group dynamics, speaking, and leadership skills.
8. Develop an awareness and understanding of international and cross-cultural communication issues and how they impact effective communication.

TOPIC OUTLINE:

1. Fundamentals and Principles of Business Communication
2. Basic Characteristics of Effective Business Messages
3. Basic Patterns for Positive and Neutral Messages
4. Basic Patterns for Bad News and Persuasion Messages
5. Basic Patterns and "Success" Strategies for Job Application Messages
6. Fundamentals of Report Writing
7. Oral Reporting and Listening Skills
8. Cross Cultural Communication
9. Technology Assisted Communication
10. Fundamentals of Basic "business dress" and Etiquette

*****Ethics is stressed throughout the course. Emphasis is placed on ethical concepts, conveying honest and accurate information, showing equal treatment through nonsexist and nondiscriminatory writing, exhibiting fair mindedness and a sensitivity to feelings, and respect for human rights.***

COURSE OUTLINE:

<u>Text Chapters</u>	<u>Subject</u>
a. 1, 2, 3, 4, 17, & Appendix A	Introduction Communication Fundamentals
b. 14	Listening, Nonverbal Communication
TEST ONE	
c. 9 and Appendix B	Resume, Application Letter/Job Search Interviewing
d. 10, 12, 13, 19 11 Appendix B & E	Writing Formal Reports Memos/Short Reports

- e. 14 Participating In & Conducting Meetings
Informal Oral Communication
 Group Participation

TEST TWO

- f. 16 Cross Cultural Communication
 g. 5, 6 **Good News Messages**
 Intro. To Writing
 Memos & E-Mail
 h. 15 Public Speaking and Oral Reporting
 i. 7,8 Bad News and Persuasive Messages
 j. 18 Electronic Communication

Appendix B

TEST THREE

MAJOR TESTS

There will be **THREE** major tests; tests may include questions from assigned readings, class discussions, class lectures & slide shows, handouts, and written assignments. All tests are open book/open notes except as follows:

- a. Any test taken at a time other than the regularly scheduled time may be an essay test, open note but not open book.
- b. All graded assignments up to the test must be completed before a test can be taken. Any test missed as a result of unexcused late work, will be written (not True/False and Multiple Choice), and NO notes NOR text can be used.

NO MAKE-UP TESTS WILL BE GIVEN.

The final exam (test three) will be administered according to the examination schedule released by the University Administration. It is non-comprehensive.

WRITTEN ASSIGNMENTS

Three-four letters/memos/e-mails and a resume will be assigned during the semester. Assignments are due at the ***beginning*** of class on the date assigned and must be keyed in correct format. **Any work turned in late will be penalized one letter grade for each class period late. *No late assignments will be accepted once that particular assignment has been graded and returned.***

Students will also complete three-four group letters/memos/e-mails and/or assignments. Students working in groups will receive the same grade. **All assignments must be keyed in assigned style.**

REPORT

Each student will collect articles, reports, and other research concerning a topic which will be assigned and submit a formal report detailing findings. Grades will be based on (1) correctness of format, (2) comprehensiveness and timeliness of content, and (3) style of writing. **Copies of all sources must be turned in as an appendix to the report.**

Academic Misconduct

Plagiarizing a speech or cheating on an exam is very serious and will result in a "0" for the assignment or an "F" in the course. Plagiarism sometimes confuses people. It is plagiarism to turn in someone else's paper or speech as your own work.

It is plagiarism to take a passage(s) from someone's work (direct quotes or paraphrases) and include it in a speech or paper without citing the original author. It is plagiarism to include someone's ideas (expressed in your own words) in your speech or paper without citing the original author. It is plagiarism to knowingly allow another student to use your work as their own.

All research sources should be cited using APA style. Any student who does not cite sources or otherwise plagiarizes any work will receive a "0" on his/her research paper or and "F" for the entire course. –no second chances!!

ORAL REPORT

Each student will complete a 3-5 minute oral presentation highlighting aspects of the report or an assigned topic. This presentation will be at the end of the semester. However, approximately two 1-minute impromptu oral reports may also be presented. Additionally, students will be required to participate in "discussion" groups. Topics will be assigned.

ATTENDANCE POLICY

As indicated in the University Bulletin, regular and punctual attendance is expected.

Attendance will be taken daily beginning on the first day of the term. A student will not be penalized for three or less hours of absences when examinations or other assigned class work have not been missed. However, anyone who accumulates **more than three hours of absences** (i.e., two classes) stands the risk of those absences affecting his/her final grade in the course.

Six hours of absences may result in a penalty of one letter grade; nine hours, an automatic "F" in the course.

Ten percent of your grade will be professor evaluation. The professor evaluation will help your course grade if you demonstrate effort in attendance, prompt submission of assignments, participation in class and other professional attributes; your grade will be lowered if you engage in disruptive and/or disrespectful behavior (e.g. tardiness, insubordination, talking in class, failure to follow instructions, etc.). Quizzes are generally averaged in with this 10 percent.

COMPUTER USE

Using the computer during the class period for **any** purpose other than the assigned task will lower the course grade 5 points for each time the computer is missused.

CELL PHONES

Please turn off all cell phones. Cell phone use is not permitted during class.

RELIGIOUS HOLY DAYS POLICY:

Students who are absent from class for observance of a religious holy day will be allowed to take an examination or complete an assignment scheduled for that day by making prior arrangements with the professor. The student, not later than the 4th class period after the first day of the semester, must notify the instructor of each scheduled class day that he/she would be absent for a religious holy day.

HANDICAPPED STUDENT POLICY:

It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic, Student Life program, or activity. Handicapped students may request academic assistance when needed from a Committee for Continuing Academic Assistance for Disabled Students by visiting the Director of the Counseling Center in the Lee Drain Building Annex, or by calling extension I720.

EVALUATION

Tentative Grading Plan

Messages	30%
Oral Reports	10%
Term Report	20%
Major Tests	30%
Professor Evaluation	10%
(Participation/Quizzes/Attendance)	

Students are encouraged to purchase a notebook and dividers to keep handouts and assignments in until the end of this class.

Also, be sure to check BLACKBOARD for course materials and messages.